

ORDER



Orders	Order / Rev:	165906
	Alt Order #:	06311961
	Product Desc:	OBAMA 4 PRES: 60'S
	Estimate:	1763
	Flight Dates:	09/13/12 - 09/19/12
	Original Date / Rev:	09/13/12 / 09/13/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

Agency	Name:	GMMB Greer Margolis Mitchell
	Buying Contact:	
	Billing Contact:	
		1010 Wisconsin Ave. NW
		Washington, DC 20007.

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poli/Obama for President
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	P-2
	Revenue Codes:	AGY, POL, CAND

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/19/12	30	\$20,400.00	\$17,340.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$20,400.00	\$17,340.00	0.00
Totals	30	\$20,400.00	\$17,340.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	17%	\$20,400.00
Market	100%	\$120,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$1,200.00
WCGV	0%	\$0.00
WISN	27%	\$32,400.00
WITI	31%	\$37,200.00
WMLW-	2%	\$2,400.00
WPXE	0%	\$0.00
WTMJ	22%	\$26,400.00
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	09/17/12	09/19/12	Morning News M-F 5a - 6a M-F 5a - 6a	CM	5a - 6a MTW----	1:00	1	\$30.00	LUR	0.00	NM	1	\$30.00
5AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	MTW----		1		\$30.00			0.00			
2	WDJT	09/13/12	09/14/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a ---TF--	1:00	1	\$40.00	LUR	0.00	NM	1	\$40.00
6AM NEWS														

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2	WDJT	09/13/12	09/14/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a ---TF--	1:00	1	\$40.00	LUR	0.00	NM	1	\$40.00
6AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1		\$40.00		0.00			
3	WDJT	09/17/12	09/19/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a MTW----	1:00	2	\$30.00	LUR	0.00	NM	2	\$60.00
THIS MORN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			2		\$30.00		0.00			
N 5	WDJT	09/13/12	09/14/12	Let's Make a Deal 9a-10a Let's Make a Deal 9a-10a	CM	858a-10a ---TF--	1:00	2	\$170.00	LUR	0.00	NM	2	\$520.00
DEAL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			2		\$170.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
2	WDJT	09/10/12-09/16/12		Let's Make a Deal 9a-10a		858a-10a		---ThF----	1:00	(\$170.00)	0.00	NM		
See MG 5.3 [NA at LUR]														
3	WDJT	09/14/12-09/14/12		Let's Make a Deal 9a-10a		858a-10a		-----F----	1:00	\$350.00	0.00	NM		
Ⓜ MG for 5.2 09/14														
6	WDJT	09/17/12	09/19/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a MTW----	1:00	2	\$260.00	LUR	0.00	NM	2	\$520.00
PRICE IS RIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			2		\$260.00		0.00			
N 7	WDJT	09/13/12	09/14/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p ---TF--	1:00	1	\$270.00	LUR	0.00	NM	1	\$600.00
Y&R														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1		\$270.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/10/12-09/16/12		Y&R 11a-12p		11a - 12p		---ThF----	1:00	(\$270.00)	0.00	NM		
See MG 7.2 [NA at LUR]														
2	WDJT	09/14/12-09/14/12		Y&R 11a-12p		11a - 12p		-----F----	1:00	\$600.00	0.00	NM		
Ⓜ MG for 7.1 09/14														
8	WDJT	09/17/12	09/19/12	News at Noon News at Noon	CM	12p-1230p MTW----	1:00	2	\$100.00	LUR	0.00	NM	2	\$200.00
NOON NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			2		\$100.00		0.00			
9	WDJT	09/13/12	09/14/12	CBS Block 1230p-2p CBS Block 1230p-2p	CM	1230p-2p ---TF--	1:00	1	\$180.00	LUR	0.00	NM	1	\$180.00
DAYTIME ROTATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1		\$180.00		0.00			
11	WDJT	09/13/12	09/14/12	3p-4p (eff 9/10/13) Jeff Probst	CM	3p-4p ---TF--	1:00	1	\$100.00	LUR	0.00	NM	1	\$100.00
JEFF PROBST														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	---TF--			1		\$100.00		0.00			
12	WDJT	09/17/12	09/19/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p MTW----	1:00	2	\$240.00	LUR	0.00	NM	2	\$480.00
DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTW----			2		\$240.00		0.00			
14	WDJT	09/17/12	09/19/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p MTW----	1:00	2	\$400.00	LUR	0.00	NM	2	\$800.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			

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14	WDJT	09/17/12	09/19/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	MTW----	1:00	2	\$400.00	LUR	0.00	NM	2	\$800.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTW----			2		\$400.00		0.00				
N 15	WDJT	09/13/12	09/14/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p	---TF--	1:00	1	\$400.00	LUR	0.00	NM	1	\$800.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---TF--			1		\$400.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/10/12-09/16/12		Jeopardy 6p-630p	M-F 6p-630p		---ThF----	1:00		(\$400.00)		0.00	NM		
See MG 15.2															
[NA at LUR]															
2	WDJT	09/14/12-09/14/12		Jeopardy 6p-630p	M-F 6p-630p		-----F----	1:00		\$800.00		0.00	NM		
Ⓜ MG for 15.1 09/14															
16	WDJT	09/17/12	09/19/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	MTW----	1:00	2	\$500.00	LUR	0.00	NM	2	\$1,000.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTW----			2		\$500.00		0.00				
18	WDJT	09/19/12	09/19/12	Wed 7p - 8p Wed 7p - 8p	CM	7p - 8p	--1----	1:00	1	\$2,400.00	LUR	0.00	NM	1	\$6,000.00
SURVIVOR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--1----			1		\$2,400.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/17/12-09/23/12		Wed 7p - 8p	7p - 8p		--W-----	1:00		(\$2,400.00)		0.00	NM		
See MG 18.3															
3	WDJT	09/19/12-09/19/12		Survivor Special	7p-830		--W-----	1:00		\$6,000.00		0.00	NM		
Ⓜ MG for 18.1 09/19															
19	WDJT	09/16/12	09/16/12	Su 6p - 7p 60 Minutes	CM	6p - 7p	-----1	1:00	1	\$1,600.00	LUR	0.00	NM	1	\$3,200.00
60 MIN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----1			1		\$1,600.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDJT	09/10/12-09/16/12		Su 6p - 7p	6p - 7p		-----Su	1:00		(\$1,600.00)		0.00	NM		
See MG 19.3															
3	WDJT	09/16/12-09/16/12		Su 6p - 7p	6p - 7p		-----Su	1:00		\$3,200.00		0.00	NM		
Ⓜ MG for 19.1 09/16															
20	WDJT	09/13/12	09/16/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	---TFSS	1:00	3	\$600.00	LUR	0.00	NM	3	\$1,800.00
10PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	---TFSS			3		\$600.00		0.00				
N 21	WDJT	09/17/12	09/19/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p	MTW----	1:00	1	\$170.00	LUR	0.00	NM	1	\$170.00
D LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	MTW----			1		\$170.00		0.00				
22	WDJT	09/16/12	09/16/12	NFL Late Game Regular NFL Late Game Regular Season	SPRT	NFL Late Game Re	-----1	1:00	1	\$3,200.00	LUR	0.00	NM	1	\$3,200.00
NFL LATE GAME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	-----1			1		\$3,200.00		0.00				
N 24	WDJT	09/14/12	09/16/12	CBS58 Nws 5p M-Sa/530p CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p	----FSS	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	----FSS			2		\$300.00		0.00				

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WDJT-TV-LP

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N 25	WDJT	09/17/12	09/19/12	Doctor 2p-3p Doctors 2p-3p	CM	2p-3p	MTW----	:30	1	\$100.00	LUR	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/17/12	09/23/12	MTW----	1		\$100.00		0.00						
													Totals	30	\$20,400.00